

ORDER



Orders
Order / Rev: 715926
Alt Order #: 06331588
Product Desc: CRAVAACK FOR CONGRES
Estimate: C09C15
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/04/12 / 10/04/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: CRAVAACK, C / R /CON
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	19	\$14,600.00	\$12,410.00
10/15/12	10/21/12	5	\$4,750.00	\$4,037.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$19,350.00	\$16,447.50	0.00
Totals	24	\$19,350.00	\$16,447.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	20%	\$19,350.00
Market	100%	\$96,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	29%	\$28,057.50
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	12%	\$11,610.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	39%	\$37,732.50
WFTC	0%	\$0.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/12/12	10/12/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$575.00		0.00			
5	KARE	10/12/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,200.00		0.00			
N 6	KARE	10/12/12	10/12/12	M-F 9-10a TODAY	CM	9-10a	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$175.00		0.00			
7	KARE	10/15/12	10/15/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$2,200.00		0.00			
8	KARE	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$575.00		0.00			
12	KARE	10/15/12	10/15/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
N 14	KARE	10/15/12	10/15/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$175.00		0.00			
15	KARE	10/13/12	10/13/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$700.00		0.00			
N 16	KARE	10/13/12	10/13/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$500.00		0.00			
19	KARE	10/11/12	10/11/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$575.00		0.00			
N 24	KARE	10/11/12	10/11/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$175.00		0.00			
25	KARE	10/09/12	10/09/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$575.00		0.00			
N 30	KARE	10/09/12	10/09/12		CM	9-10a	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a											
				M-F 9-10a											
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----			1			\$175.00			0.00		
31	KARE	10/10/12	10/10/12	M-F 10-1035p KARE News 10p	CM	10P-1035P	--W----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----			1			\$2,200.00			0.00		
32	KARE	10/10/12	10/10/12	Tonight Show Tonight Show	CM	1035pm-1135pm	--W----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----			1			\$575.00			0.00		
35	KARE	10/10/12	10/10/12	M-F 5-530p KARE 11 5 News	CM	5-530p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----			1			\$1,200.00			0.00		
N36	KARE	10/10/12	10/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----			1			\$175.00			0.00		
37	KARE	10/12/12	10/12/12	M-F 430-5p Jeopardy	CM	430-5P	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	----F--			1			\$600.00			0.00		
39	KARE	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	M-----			1			\$600.00			0.00		
42	KARE	10/11/12	10/11/12	M-F 430-5p Jeopardy	CM	430-5P	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	---T---			1			\$600.00			0.00		
44	KARE	10/09/12	10/09/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----			1			\$600.00			0.00		
N46	KARE	10/10/12	10/10/12	M-F 430-5p Jeopardy	CM	430-5P	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	--W----			1			\$600.00			0.00		
N48	KARE	10/09/12	10/09/12	M-F 10-1035p KARE News 10p	CM	10-1035P	-T-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----			1			\$2,200.00			0.00		
N49	KARE	10/09/12	10/09/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	-T-----			1			\$1,200.00			0.00		
													Totals	24	\$19,350.00